

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 15 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW BREAKFAST Schumacher's 1951-52 machine print wallpaper collection will be presented to the press at the breakfast preview on this date. There are 24 new patterns and 207 different styles in the collection, with a marked trend to small patterns. Publ.: Philip N. Schuyler, Baldwin & Mermey, MU.4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Thursday June 15- June 16 12:00 M.	CHAMPAGNE LUNCHEONS Women's page editors, food editors from New York newspapers, magazine, radio and television stations, will be guests at two champagne luncheons on these dates. The luncheons will be prepared and served in Epicure Ceramic Cook Ware. The matching dinnerware will be Epicure Rustic, an oven-proof vitrified china. By invitation only. Publicity: Norman D. Waters & Associates, MU. 5-8950.	SHENANGO POTTERY CO.	HOTEL PRINCE GEORGE
Thursday June 15 12:15 P.M.	PRESS PREVIEW A new line of dinnerware, designed by Mr. Teague for Taylor, Smith & Taylor, will be shown to the press by invitation only at luncheon. The line consists of ten patterns in the new "conversation shape." Publicity: Ben Hall, PL. 3- 6272.	WALTER DORWIN TEAGUE	444 MADISON AVENUE
Thursday June 15 12:30 P.M.	TABLE SETTING DISPLAY Carole Stupell, authority on table decor, will arrange and show a number of table settings for the women members of the Orienta Beach Club at a luncheon party. Following the luncheon, Miss Stupell will address the members on the techniques and details of table decoration. Publicity: Carson-Ruff Associates, MU. 2-2055.	CAROLE STUPELL	MAMARONECK, N. Y.
Thursday June 15 4:00 P.M.- 7:00 P.M. Cocktails	NEW SHOWROOM A new showroom to display H. Sacks & Sons' traditional furniture and silver, Group Leather Corp.'s upholstered chairs and sofas, Plymouth lamps and accessories by Interiors Co., will open on this date. Contact: Meyer Fireman, 2 Park Avenue. OR. 9-2788.	M. FIREMAN & CO.	2 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 15- June 30	OPEN HOUSE PREVIEW OF GIFTWARE LINES All buyers who would like to preview the California Giftware lines from this concern are cordially invited to see them at 225 Fifth Avenue, New York and the Merchandise Marts in Chicago and San Francisco during the rest of June. Contact: Nelson S. Gustin, 712 So. Olive Street, Los Angeles, California.	N. S. GUSTIN CO. 712 SO. OLIVE, L.A., CAL.	225 FIFTH AVENUE MDSE. MARTS
Thursday June 15	NEW OWNERSHIP OF STORE This retail modern furniture store has been bought by a newly-formed group, among whom are Clifford Pascoe, Sol Henkind, Irene von Horvath and David Berg. Among the manufacturers whose merchandise will be carried are Herman Miller, Pascoe, Inc., Jens Risom, Knoll and Lehigh. From July 1 - 16 the store will close for coordination of its new plans. On July 17 it will reopen. Publicity: Louise Sloane, TR. 4-6182.	TODAY'S HOUSE	53 EAST 34TH ST.
Thursday June 15	NEW ADDRESS Don Harrington Associates announce their new address as above. Contact: Gerry S. Harrington, JU. 2-0292.	DON HARRINGTON ASSOC.	50 WEST 57TH ST.
Thursday June 15 Going on	NEW CHAPTER FORMED Officers will be elected on this date to head the newly-formed Washington Chapter of the Home Fashions League. This brings the number of branches of the League to three: Chicago, Philadelphia and Washington. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	WASHINGTON, D. C.
Thursday June 15 Just out	BOOK ON DECORATION A new edition of "Early American Decoration" by Esther Stevens Braser will be out on this date. Contact: Edith E. Haley, Pond-Ekberg Company, State and Andrew Streets, Springfield 9, Mass.	TUDOR PUBLISHING CO.	221 FOURTH AVENUE
Thursday June 15 Going on	NEW GEOMETRICS Two versatile new geometric designs on heavy cotton twill, especially suited to ranchhouse or outdoor furniture use, are now available. They are "Contours," a circular design adapted from maps showing elevations, and "Textura", an over-all small scale geometric figure. Publicity: David Alan Ehrlich, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday June 15 Going on	MODEL HOUSE TO HAVE LEES CARPET The "Home of the Century" model house on the Steel Pier will be entirely carpeted by Lees this year. "Glo-Tex" rugs are used in the living room and dining room; "Pebbleweave" for stairs and hallway, and "Colonial Chintz" in the bedroom. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Pennsylvania.	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	STEEL PIER ATLANTIC CITY, N.J.
June 18	FATHER'S DAY, SPONSOR: NATIONAL FATHER'S DAY COMM., 50 E. 42ND ST., N.Y.C.		
June 18- June 23	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: NATIONAL EXHIBITORS, LANSDALE, PENNSYLVANIA.		
June 18-29	LAMP SHOW, PALMER HOUSE, EIGHTH FLOOR, CHICAGO, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 19, 1950</u>			
Monday June 19- June 22	MID SUMMER CONVENTION The greatest sales convention ever to be held by a major appliance manufacturer will take place on these dates. New lines of Philco merchandise will be presented to dealers, 5000 of whom are expected to attend and to meet with 1500 Philco distributor executive personnel. Contact: Raymond B. George, Sales Prom. Mgr., Philco Corp., Philadelphia, Pa.	PHILCO CORP.	ATLANTIC CITY
Monday June 19- June 23	PRESS CONFERENCES The following press conferences will be held during the Furniture Market: June 19, Furniture & Bedding; June 20, Floor Coverings; June 21, Trends in New Design; June 22, Housewares, Appliances, Radio and Television; June 23, Retailers. They are held in the Merchants and Manufacturers Club from 9 A. M. to 10 A.M. Publicity: Robert Johnson, Mdse. Mart.	MERCHANDISE MART	CHICAGO, ILLINOIS
June 19- June 25	ANTIQUES FAIR, FAIRGROUNDS, WEST SPRINGFIELD, MASSACHUSETTS. CONTACT: C. J. NUTTALL, NUTTALL-HAZEN MANAGEMENT, 660 MADISON, TE. 8-6830.		
June 19- June 29	CHICAGO SUMMER MARKET, AMERICAN FURNITURE MART, PUBL.: L. H. WHITING. 666 LAKE SHORE DRIVE: MERCHANDISE MART, PUBL.: WALLACE O. OLIMAN.		
June 19- June 29	GRAND RAPIDS SUMMER MARKET, WATERS AND EXPOSITION BLDGS., GRAND RAPIDS CONTACT: C. F. CAMPBELL, 427 FULTON ST., GRAND RAPIDS, MICHIGAN.		
Monday June 19- June 29	SUMMER CARPET MARKET The dates for the Summer Carpet Market will coincide with those for the furniture market. Publicity: Melva Chesrown, EL. 5-7651.	CARPET MANUFACTURERS	CHICAGO, ILLINOIS
Monday June 19- June 29	TO ENTER DINING ROOM FIELD MENGELO CO., LOUISVILLE For the first time The Mengel Company will enter the modern and traditional dining room fields at the Chicago market and later at the New York market. Heretofore Mengel has only made dinette sets in addition to its bedroom line. Publicity: Adv. Dept., Mengel Co., Louisville 1, Kentucky.		CHICAGO, ILLINOIS
Monday June 19- June 29	NEW YEAR-ROUND LINE OF RATTAN TO BE SHOWN In addition to its new lines of outdoor and porch furniture, Ficks Reed will display a new year-round rattan line upholstered in a wide variety in indoor fabrics for living room, dining room and playroom use. Publicity: Harold J. Siesel, 424 Madison Ave., EL. 5-0138.	FICKS REED CO. 305 EAST 63RD ST.	CHICAGO, ILLINOIS GRAND RAPIDS, MICH.
Monday June 19- June 29	GOOD DESIGN EXHIBIT Good designs, new since last January will be shown. The exhibition will open for the Market and remain open until November. Contact: Edgar Kaufmann, Museum of Modern Art, 11 W. 53rd St., New York 19.	MUSEUM OF MODERN ART	MDSE. MART, CHICAGO
Monday June 19- June 29	NEW PATTERNS TO BE SHOWN This manufacturer will introduce a new pattern in the "Mirador" quality Wilton and also in the "Loomtex" quality as well as a new color in "Predictor" and two new colors in "Random-Tex". Publicity: Virginia Burdick, OR. 4-6462.	ARCHIBALD HOLMES & SON	RM. 1822, MDSE. MART CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 19- June 29	NEW FURNITURE TO BE INTRODUCED	B. G. MESBERG	CONGRESS HOTEL CHICAGO, ILLINOIS
	Additions to the Planner Group designed by Paul McCobb for Winchendon Furniture and additions to the Directional Modern line, also designed by McCobb, will be shown in the Parliament Room of this hotel. All these new pieces will be on display at the permanent showroom, Directional Modern, 201 East 57th Street, New York 22, N. Y. Publicity: Virginia Burdick, 126 East 19th St., New York 3, N. Y., OR. 4-6462.		
Monday June 19- June 29	MOROCCAN GROUP FABRICS TO BE SHOWN	F. SCHUMACHER & CO. 60 WEST 40TH ST.	6133 MDSE. MART CHICAGO, ILLINOIS
	A new group of high-fashion, printed and woven home fabrics and wallpapers will be featured by this concern at the Furniture Market. The original paintings in Morocco by Jay Gresham, commissioned by Harper's Bazaar for its September issue, were adapted for decorative fabrics by Schumacher's design department. The fabrics are being simultaneously introduced to the trade by leading furniture companies; and 100 large department stores are expected to tie-in with Schumacher's national advertising and the publication of the paintings in Harper's Bazaar. Publicity: David Alan Ehrlich, Baldwin & Mermey, MU. 4-4540.		
Monday June 19- June 29	NEW CARPET ITEMS TO BE PRESENTED	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	MDSE. MART CHICAGO, ILLINOIS
	Two new carpets made of 100% Estron will be shown in Chicago and then in New York. One, "Challenger", is an Axminster weave; the other, "Pre-decessor", is of Wilton loop-pile construction. This is the first time these Estron yarns have been used for floor coverings. A new wool fabric being introduced is called "Inspiration". This is a highly-embossed brocade pattern of full pile Wilton construction and will be loomed in four colors and available in widths up to 15 feet. Additional colors are being added to other running lines. Another innovation is a plain-colored 27" carpet in "Sculptex", offered in five colors to match the running "Sculptex" line. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Pennsylvania.		
Monday June 19- June 29	"CONSUMER PREFERENCE" LINE TO BE INTRODUCED	ALEXANDER SMITH & SONS CARPET CO.	18TH FL., MDSE. MART CHICAGO, ILLINOIS
	During the market, this concern will introduce a line styled to meet consumer preferences in all parts of the country, based on an extensive survey of modern and up-to-date houses and trend tastes as to color, design and practicability. Publicity: Emily Purcell, MU. 9-1300.		
Monday June 19- June 29	ADI MEMBERS' WORK ON VIEW	MERCHANDISE MART	CHICAGO, ILLINOIS
	Work by members of the American Designers Institute, sponsored by the national organization, will be on view during the summer furniture market. All displays will be "Work of the Future"; in other words, designs not yet on the market. Each member may submit as many as four exhibits. Contact: Robert I. Goldberg, LE. 2-6575 or Ann Franke, RE. 4-4905.		
Monday June 19- June 30	NEW LINE TO BE SHOWN	AIR KING PRODUCTS CO. 170 53RD ST., BKLYN.	MERCHANDISE MART CHICAGO, ILLINOIS
	The new Fall and Winter line of television, radio and wire recorders will be on display in Space 1454 of the Merchandise Mart all during the furniture market. Buyers are cordially invited to attend the showing. Publicity: R. D. Payne, Air King Products Co., 170 53rd St., Brooklyn.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 19- July 1	PREVIEW 1951 COLORS A Color Show to tell the success story of House & Garden's 1950 colors and to preview 1951 colors will be held for two weeks, coinciding with the Chicago Market. The Wholesale Resource List of merchandise in House & Garden 1950 colors from 234 manufacturers will be translated into a three-dimensional display and will include paints, fabrics, wall coverings, floor coverings, bedroom and bath furniture, table settings, linens, major household appliances, lamps, accessories and stationery. Retailers and manufacturers who wish to tie in with House & Garden color promotions are invited to attend. Contact: Fay Hines, House & Garden, LE. 2-7500.	HOUSE & GARDEN 420 LEXINGTON AVE.	11TH FLOOR MDSE. MART, CHICAGO
Monday June 19 Going on	NEW SHOWROOMS A correlated collection of home furnishings will be on permanent display in these new showrooms sponsored and produced by: Associated American Artists, New York; Inez Croom, New York; Feika Imports, Inc., Chicago; Hart Mirror Plate Co., Grand Rapids; Kent of Grand Rapids, Grand Rapids; Martin-Sencour Co., Chicago; Mayhew-Copley Ltd., New York; Mitchel-David Co., Inc., Chicago; Oxford Limited, Chicago; Silvestri Art Mfg. Co., Chicago; Trend Floor Coverings, Inc., Chicago. This is an Everett Brown Associates Project. Contact: Everett Brown, 1448 Astor Street, Chicago 10, Illinois.	INTERIORS FOR LIVING	1147 MDSE. MART.
Tuesday June 20 12:30 P.M. Luncheon	MARKET LUNCHEON The luncheon will be held in the Merchants and Manufacturers Club. Subject "Home Furnishings for Sale." Speakers: Charles S. Shaughnessy, R. H. Macy; Maurice Nee, P.J. Nee, Theodore Gottlieb, Porter Furniture Co.; Everett Brown, Everett Brown Assoc. Tickets are \$3.50 each. Contact: The Fashion Group, Inc., 109 North Dearborn St., Chicago 2, Illinois.	THE FASHION GROUP	MDSE. MART, CHICAGO
Tuesday June 20 6:45 P.M.	HOME FURNISHINGS CLINIC This clinic will be held in the Red Lacquer Room. B.B. Zients, vice president of the City Stores Mercantile Company, will address the clinic on "How To Make Appliance Departments Profitable." Leonard W. Stratton vice-president, Wieboldt's, Inc. will speak on "Standards of Quality in Home Furnishings." Earl Lifshey of Retailing will discuss "How Fair is Fair Trade" and Hall Kighin of Macy's Bureau of Standards will talk about "The Advantages of Pre-Packaging". Contact: David H. Woog, CH. 4-8780. Publicity: Robert J. Mayer, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PALMER HOUSE CHICAGO, ILLINOIS
Wednesday June 21 12:30 P.M.- 3:00 P.M.	MARKET LUNCHEON At the League's Market Luncheon, Frederic H. Rahr of Rahr Color Clinic will be the guest speaker. Mr. Rahr's topic is "Colors by Command Decision." Contact: Mrs. Gertrude Shrock, Publ. Office, Mdse. Mart, Chicago 54	HOME FASHIONS LEAGUE	MDSE. MART, CHICAGO
Wednesday June 21 4:00 P.M.- 7:00 P.M.	PRESS PARTY Visitors to the Furniture Market will attend the Wednesday Press Party, by invitation only, on this date. It will be held in the Merchants & Manufacturers Club at the Merchandise Mart. Room 262 of the Mart, the News Bureau, will be transformed into a press room for the convenience of visitors. Contacts: Gertrude Shrock, Craig Claiborne, Robert Johnson, Paul Ricks, News Bureau, Mdse. Mart Room 262, Chicago 54, Illinois.	MDSE. MART NEWS BUREAU	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 21 Dinner	HOME FASHION TIME DINNER At a gala Home Fashion Time dinner speakers will include Christine Holbrook of Better Homes & Gardens, Margaret Riley of Waverly Fabrics, president of the N.Y. Home Fashions League, Gertrude Dixson of American Home, Lucretia Andujar of House & Garden and Elizabeth Gordon of House Beautiful. Contact: John F. Dempsey, 666 Lake Shore Drive, Chicago, Ill.	HOME FURN. IND. COMMITTEE PALMER HOUSE 666 LAKE SHORE DRIVE	CHICAGO, ILLINOIS
Thursday June 22 12:30 P.M.	"GOOD DESIGN" LUNCHEON A luncheon to open the June 1950 exhibition of "Good Design" will be held on this date. Contact: W.O. Ollman, Merchandise Mart, Chicago 54, Ill.	MERCHANDISE MART	CHICAGO, ILLINOIS
Sunday June 25- June 29	JUNE MARKET WEEK During these five days a complete and concentrated presentation of the newest Fall and Christmas display materials will be held. Contact: National Assn. of Display Industries, 11 E. Walton Pl., Chicago 11, Ill.	NATL. ASSN. DISPLAY IND. HOTEL NEW YORKER	
<u>WEEK BEGINNING MONDAY, JUNE 26, 1950</u>			
Monday June 26 3:30 P.M.- 6:00 P.M. Cocktails	SHOWROOM OPENING Finland House (Finnish-American Trading Corp.) invites the press to the opening of its new showroom. A collection of over 40 lighting fixtures and suspension lamps designed by Paavo Tynell will be featured. Also modern furniture, ceramics and glassware, all imported from Finland. Mr. Tynell is coming to this country expressly for the opening and will be the guest of honor. Many unusual features, custom-designed and manufactured in Finland, are incorporated in the showroom. By invitation only. Publicity: Garry S. Harrington, JU. 2-0292.	FINLAND HOUSE	41 EAST 50TH STREET
Wednesday June 28 9:00 A.M.- 11:00 A.M. Breakfast	FALL LINE TO BE SHOWN Fifty new patterns, largest collection of budget-priced decorative fabrics ever assembled by Waverly, will be presented to the trade, magazine and newspaper press at the breakfast preview. Feature will be a room setting showing Waverly's "Lady Godey" print prepared by Margaret Riley. Publicity: Philip N. Schuyler, Baldwin & Mermey, MU. 4-4540.	WAVERLY FABRICS DIVISION	60 WEST 40TH STREET
Saturday July 1	SUMMER ISSUE OUT The Summer issue of Modern Lamps, the merchandising quarterly, will be distributed to retailers at the New York Lamp Show, July 9-14, Hotel New Yorker, and the California Lamp Show, July 16-19, Biltmore Hotel, Los Angeles. Editorial closing date, June 15th. This issue will feature a round-up report from the contemporary shops and symposium on modern ceramics and leading ceramists. Contact: Barbara Baer, Editor, MU.5-3744.	MODERN LAMPS	114 EAST 32ND STREET
July 1-7	NATIONAL ICED TEA WEEK. SPONSOR: TEA BUREAU, 500 FIFTH AVE., NEW YORK 18.		

ADVANCE DATES AND NOTICES

July 4	INDEPENDENCE DAY (Tuesday); LEGAL HOLIDAY EXCEPT IN NEVADA.	
Thursday July 6 Just out	BOOK ON HERB COOKERY A new book on how to cook with herbs, "The Art of Cooking with Herbs and Spices," by Milo Miloradovich, will be out on this date. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO. 14 WEST 49TH STREET

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July 7- July 12	NORTHWEST FURNITURE MFRS. ASS'N. TRADE SHOW, OLYMPIC HOTEL, SEATTLE, WN. CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
Sunday July 9- July 14	NEW YORK LAMP SHOW Hours will be extended this year to give buyers a better opportunity to cover the exhibits. Hours: Sunday, July 19, 1 to 6 P.M.; Monday, Wednesday and Thursday, 9 A.M. to 6 P.M.; Tuesday, 9 A.M. to 9 P.M.; Friday, 9 A.M. to 4 P.M. Contact: George F. Little Management, MU. 9-7147. Publicity: Catherine Blondin Assoc., MU. 9-7360.	LAMP MANUFACTURERS	HOTEL NEW YORKER
Monday July 10- July 14	ARMORY FURNITURE SHOW Seventy-four manufacturers of case goods, living room furniture, juvenile furniture and some accessories will exhibit. Contact: William S. Orkin, Orkin Expositions Management Co., 8 West 40, BR. 9-0993.	ORKIN EXPOSITIONS MGMT.	71ST REG. ARMORY
Monday July 10- July 14	NATIONAL HOUSEWARES SHOW These dates have been set for the National Housewares and Home Appliance Show this summer. Contact: A.W. Buddenberg, 1140 Mdse. Mart, Chicago 54.	NATL. HSWRS. MFRS. ASSN.	ATLANTIC CITY, N.J.
Monday July 10- July 14	NEW ITEMS TO BE SHOWN Approximately 50 new items will be shown by this concern at the National Housewares Show as well as a representative cross-section of its complete lines. A featured item will be the Ekconomic low-pressure cooker and sterilizer which recently won the National Home Safety Award. Publicity: Carl Byoir & Associates, Inc., 33 LaSalle Street, Chicago 2, Illinois.	EKCO PRODUCTS COMPANY	ATLANTIC CITY, N.J.
Monday July 10- July 15	TRAVELING HOUSE CONSTRUCTION EXHIBIT A traveling exhibit which displays good house construction will be shown. Sponsored by the Central Mortgage and Housing Corp. of Ottawa, Ontario, the exhibit was engineered by the T. Eaton Co., Ltd., of Toronto. After leaving Calgary it will appear at the following places: Edmonton, July 17-22; Saskatoon, July 24-29; Regina, July 31-Aug. 5; Toronto, Aug. 25-Sept. 9; London, Sept. 11-16; Toronto, Nov. 14-22. Contact: Mr. B. E. Mercer, T. Eaton Co., Ltd., College St., Toronto 1, Canada.	CENTRAL MORTGAGE & HOUSING CORPORATION	CALGARY EXHIBITION CALGARY, CANADA
July 10- July 15	ANNUAL SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVE., MU. 5-1160.		
July 10- July 15	ANNUAL CARPET MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK CITY. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday July 10- July 22	SOUTHERN FURNITURE MARKET This market will be held this year in the newly-completed Exposition Building addition as well as in the original Exposition Building. These structures are connected on all floors and the new addition will make it possible to accomodate over 100 new lines. July 10 is Press Day with opening ceremonies at 8 A.M. A reception for special guests will be held late that day at the Emerywood Country Club. Contact: Paul W. Casey, General Manager, Exposition Bldg., High Point, N.C.	EXPOSITION BUILDING	HIGH POINT, N.C.
July 16- July 19	CALIFORNIA LAMP SHOW, MDSE. MART, BRACK SHOPS, BILTMORE & ALEXANDRIA HOTELS, LOS ANGELES. CONTACT: WOODY KLINGBORG, 1151 S. B'WAY, LOS ANGELES.		

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Sunday July 16- July 21	CHINA, GLASS, POTTERY SHOW The second annual China, Glass & Pottery Show will open at 1 P.M. on July 16 and close at 1 P.M. July 21. Hours on other days, 9 A.M. to 6P.M. For the convenience of buyers, domestic dinnerware will be on the 8th floor, domestic glassware on the 7th floor; art china and pottery on the 6th floor and import lines on the 5th floor. Contact: George F. Little Management, MU. 9-7147.	GEO. F. LITTLE MNGMT.	HOTEL NEW YORKER
July 16- July 21	ALLIED LINENS AND DOMESTICS SHOW, HOTEL BILTMORE, NEW YORK CITY. CONTACT: HAROLD SADEV, FRANK & SADEV, PE. 6-9451.		
July 16- July 21	CALIFORNIA CURTAIN & DRAPERY MARKET WEEK, SHOWROOMS, LOS ANGELES, CALIF. CONTACT: JOSEPH LOCKWOOD, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CAL.		
July 17- July 21	SUMMER FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: J. J. COWEN, 2155 EAST 7TH STREET, LOS ANGELES, CALIFORNIA.		
Monday July 17	RETAIL SALES STOPPED On this date retail sales will be discontinued at Pascoe's showroom which will confine itself to serving the professional and wholesale trade. Today's House, 53 East 34th St.; Bamberger, Harand, Queens; Cahan & Lowe, Brooklyn, are among the metropolitan New York outlets that will now carry Pascoe furniture at retail. Publicity: Louise Sloane, TR. 4-6182.	PASCOE, INC.	10 WEST 55TH ST.
July 19- July 22	ANTIQUES FAIR, TOWN HOUSE, PETERBOROUGH, NEW HAMPSHIRE. CONTACT: DR. & MRS. GEORGE CLYMER, DIRECTORS, PETERBOROUGH, NEW HAMPSHIRE.		
July 22- July 28	NATL. DOMESTICS LINEN SHOW, HOTEL NEW YORKER, NEW YORK CITY. CONTACT: JR. G.R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23- July 27	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVENUE, MU, 9-7147.		
July 23- July 27	GREATER CAPITAL GIFT SHOW, HOTEL HARRINGTON, WASHINGTON, D. C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
July 23- July 28	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: MRS. G.R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23- July 28	KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Sunday July 23- July 28	THE CALIFORNIA GIFT SHOW Exhibitors will display at the Merchandise Mart, Brack Shops, Alexandria Hotel and Biltmore Hotel this year. Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles 14, Calif.; Contact: Woody C. Klingborg and Joe Lockwood, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles.	L.A. TRADE FAIR	LOS ANGELES, CAL.
July 23- July 29	LOS ANGELES TRADE FAIR, ALEXANDRIA HOTEL, LOS ANGELES, CALIFORNIA. CONTACT: WOODY KLINGBORG, L. A. TRADE FAIR, 1150 SO. BWAY, LOS ANGELES.		
July 24- July 27	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT. ATLANTA, GEORGIA CONTACT: FOSTER STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 24-	SUMMER FURNITURE MARKET	WESTERN MERCHANDISE MART	SAN FRANCISCO, CAL.
July 28	Various special events have been planned for the Market. On Monday, July 24, the Furniture Club's second annual cocktail party will be held from 5:30 to 7:30 P.M. in the Mart Club Auditorium. Open to retail furniture dealers and buyers. The Furniture Retailers Seminar will be held on Tuesday, July 25, at 6 P.M. in the Mart Club Auditorium. This is open to retailers only. On Wednesday, July 26, the Western Radio-Television and Appliance Trade Dinner will be held at 6 P.M. in the Mart Club Auditorium; open to all members of the trade. Contact: A. Cameron Ball, Western Merchandise Mart, 1355 Market St., San Francisco, California.		
July 24-	CRAFTSMAN'S FAIR OF THE SOUTHERN HIGHLANDS, GATLINBURG, TENNESSEE.		
July 29	SPONSORED BY SOUTHERN HIGHLAND HANDICRAFT GUILD AND SOUTHERN HIGHLANDERS.		
July 27-	INTERNATIONAL HARDWARE SHOW, CHICAGO, ILLINOIS.		
July 30	CONTACT: F.M. HOGAN, 28 E. JACKSON BLVD., CHICAGO, ILLINOIS.		
July 30-	NEW YORK STATE GIFT & ART SHOW, HOTEL POWERS, ROCHESTER, N.Y.		
Aug. 2	CONTACT: EUGENE RICHARDSON, 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
Monday July 31-	FIFTIETH SEMI-ANNUAL CHICAGO GIFT SHOW	EASTERN MANUFACTURERS & IMPORTERS EXHIBIT, INC.	PALMER HOUSE LA SALLE HOTEL
Aug. 11	Approximately 100 additional exhibit rooms at the La Salle Hotel will be used this season to accomodate the many prominent firms who wish to display their merchandise, bringing the total of exhibits to about 350. There will be a dinner-dance on Thursday, August 3rd, at the Palmer House and a cocktail party on Tuesday, August 8 at the LaSalle Hotel. Contact: George F. Little Management, 200 Fifth Avenue, New York 1, N.Y., MU.9-7147.		

TELEVISION NEWS

Thursday June 15	TELEVISION PROGRAM YOUR TELEVISION SHOPPER	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVE.
11:00 A.M.- 12:00 M.	Sydney Smith, who now runs this program, will answer all sorts of home-making questions as part of her hour-long show. In addition, she displays merchandise for her viewers, describes it and tells where it can be purchased. Publicity: Miss Duncan MacDonald, MU. 8-2600.		
Thursday June 15	TELEVISION PROGRAM MARKET MELODIES	WJZ-TV CHANNEL 7	ABC. TELE. CENTER 7 WEST 66TH STREET
2:00 P.M.- 4:00 P.M.	Mr. Warren T. Berry, designer of Greeff Fabrics, Inc., will discuss the origin of documentary fabrics and their adaptation to modern use. Publicity: Hilda Kassell, PL. 9-2917.		
Friday June 16	TELEVISION PROGRAM KATHI NORRIS SHOW	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
10:00 A.M.- 11:00 A.M.	The Saltwater Farm of Damariscotta, Maine, will send Kathi Norris a barrel of live Maine lobsters. These lobsters are taken from the water in late afternoon, packed in fresh rockweed, iced and shipped by railway express all over the country, even as far as California, since Railway Express re-ices every twenty-four hours. Publicity: Lois Braun, PL. 3-1742.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 19 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW Louise Pollet, who built herself a house out of an abandoned railroad station, will tell Kathi Norris' viewers about it. Publicity: Lois Braun, PL. 3-1742.	WNBT CHANNEL 4	NBC. 30 ROCKEFELLER PL.
Monday June 19 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU Dorothy Liebes, noted textile designer, now has her designs translated into wallpaper which looks just like fabric when hung. She will describe this process on Ann Pringle's program. Publicity: Lois Braun, PL. 3-1742.	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
Tuesday June 20 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU A chef from the Russian Tea Room will give a demonstration on preparing Russian food on Ann Pringle's program. Publ.: Lois Braun, PL. 3-1742.	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
Wednesday June 21 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW Mabel Stegner, home economist, will demonstrate new techniques with a Waring Mixer. She will make Sunkist Valencia orange drink; split pea soup; and Waring Clover Leaf salad dressing on Kathi Norris' program. Publicity: Lois Braun, PL. 3-1742.	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.

LAST MINUTE NOTICE

Monday June 19- June 29	NEW MODERN DINING FURNITURE	IMPERIAL FURNITURE COMPANY	GRAND RAPIDS SHOWROOM
	Eight new dining pieces will be introduced by Imperial Furniture Company during the June Market. These new pieces, designed by Warner Cleveland, who also designed the Imperial modern tables first shown last January, emphasize texture contrast and ease of up-keep. Multi-purpose utility and adaptability to any room have been stressed throughout the line. Publicity: Creative Merchandising, 5225 Wilshire Boulevard, Los Angeles 36, California.		

EDITORIAL REQUIREMENTS

For Glanzer News Service, Suite 1, Tivoli Theatre Bldg.,
15½ Richmond Street, East, Toronto, Canada.

This is an editorial news service for both Canadian and American dailies, weeklies and monthlies. They can use anything on household furnishings, decorating, recipes, house repairs, gardening. They cover all sorts of trade items. Duplicate sets of photographs can be released simultaneously to Canada and U. S. Address Phil Glanzer.

For Shopping Guide, Ideal Women's Group, 295 Madison Avenue, N.Y.C. 17.

News of household and decorating helps, kitchen aids, or anything to run a house more smoothly and easily is welcome. Inexpensive yet novel items pull best. Send a glossy of product, description, giving size, color, fabric, price, a mail order outlet. Send material to Julie Ransom, Shopping Guide Editor at above address.

Home Furnishings Calendar

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